Amendments to the Claims:

This listing of claims will replace all prior listings of the claims in the application:

Listing of Claims:

1. (currently amended) A method of managing consumer purchasing data comprised of the steps of:

obtaining via a data network a first list that is at least one of:

a list of consumer required purchases and a list of consumer specified purchase preference items to be purchased by a consumer;

comparing items in said first list to items in inventory;

generating, in response to said step of comparing, a second list of items, said second list including at least one item that is at least:

1) on said first list;

2) conforming to at least one of said consumer-specified preferences;

3) related to at least one item on said consumer list;

4) is a promoted inventory item on or related to or on said list of preference items;

generating a third list of items in inventory and available for purchase by said consumer according to said preferences; and

providing to the consumer a purchase money voucher in electronic form for ephemeral items related to items on the list of consumer specified purchase preference items; and

sorting both the third list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

2. (previously presented) The method of claim 1 further including the step of providing the purchase money voucher to said consumer after the consumer makes a purchase for at least one item on at least one of said first, second and third lists.

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3. (original) The method of claim 1 wherein the step of generating a second list of inventory items includes the step of changing said list of items in said consumer list in response to an extrinsic event.

4. (original) The method of claim 1 wherein the step of generating a second list of inventory items includes the step of altering items in said consumer list in response to one or more consumer-specified extrinsic events.

5. (currently amended) A method of managing consumer purchasing data comprised of the steps of:

obtaining a first list of purchase preferences of a consumer via a data network;

obtaining a second list of items previously purchased by said consumer via a data network;

comparing said first and second lists; and

rendering to said consumer in response to said comparison step via said data network, a purchase money voucher for items on said second list, wherein the purchase money voucher contains discount pricing for other ephemeral items related to items on the second list and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

6. (currently amended) A method of managing consumer purchasing data comprised of the steps of:

obtaining a purchasing profile of a consumer via a data network;

rendering to said consumer via said data network, a purchase money voucher for at least one item that fits within said purchasing profile of said consumer; and

providing said consumer another purchase money voucher in electronic form for ephemeral items related to the at least one item;

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted

list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

7. (currently amended) A method of managing consumer purchasing data comprised of the steps of:

obtaining a purchasing profile of a consumer via a data network;

generating a list of items to be purchased by said consumer, which is consistent with said purchasing profile; and

providing to said consumer a purchase money voucher in electronic form for ephemeral items related to items on the list of items to be purchased by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

8. (original) The method of claim 7 further including the step of ordering the items on said list according to their physical location in a purchasing venue via said data network.

9. (currently amended) A method of managing consumer purchasing data comprised of the steps of:

obtaining a purchasing profile of a consumer via a data network;

generating a list of items to be purchased by said consumer, which are available for purchase in inventory and at least some elements of which are consistent with said purchasing profile; and

providing to said consumer a purchase money voucher in electronic form for ephemeral items related to the list of items to be purchased by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted

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list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

10. (original) The method of claim 9 further including the step of ordering the items on said list according to their physical location in a purchasing venue via a data network.

11. (currently amended) A method of managing consumer purchasing data comprised of the steps of:
obtaining a purchasing profile of a consumer via a data network;
generating a list of items to be purchased by said consumer, which is consistent with said purchasing profile;
rendering to said consumer via said data network, a purchase money voucher for at least one item that fits within said purchasing profile of said consumer; and
providing to said consumer a second purchase money voucher in electronic form for ephemeral items related to the list of items to be purchased by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

12. (currently amended) A method of managing inventory using consumer purchasing data comprised of the steps of:
obtaining a purchasing profile of a consumer via said data network;
generating a list of items to be purchased by said consumer, which is consistent with said purchasing profile;
adjusting at least one of either the number or the identity of items in inventory in response to said list of items to be purchased by said consumer; and
providing to said consumer a purchase money voucher for ephemeral items related to the list of items to be purchased by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and

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physical locations and placements of the items in a particular store, wherein the sorted
list is configured to locate the list of items in proximity to the ephemeral items to
encourage purchase of the ephemeral items, and wherein the sorted list is presented to
the consumer when the consumer enters the store.

13. (original) The method of claim 12 further including the step of ordering the
items on said list via said data network according to their physical location in a
purchasing venue.

14. (currently amended) A method of managing sales of consumer goods data
comprised of the steps of:

obtaining a first list of items purchased by a consumer;

obtaining a second list of items purchased by said consumer;

comparing said first and second lists;

determining from said step of comparing, a purchasing profile of the purchasing
practice of said consumer;

rendering a purchase money voucher for at least one item that is consistent with
said purchasing profile of said consumer; ~~and~~

providing to said consumer a second purchase money voucher in electronic
form for ephemeral items related to the list of items to be purchased by said consumer;
and

sorting both the list of items and the ephemeral items based on layouts and
physical locations and placements of the items in a particular store, wherein the sorted
list is configured to locate the list of items in proximity to the ephemeral items to
encourage purchase of the ephemeral items, and wherein the sorted list is presented to
the consumer when the consumer enters the store.

15. (currently amended) A method of managing sales of consumer goods data
comprised of the steps of:

obtaining a first list of items purchased by a consumer via a data network;

obtaining a second list of items purchased by said consumer via a data network;

comparing said first and second lists;

determining from said step of comparing, a purchasing profile of the purchasing
practice of said consumer;

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rendering a purchase money voucher for at least one item that is consistent with said purchasing profile of said consumer; and

providing to said consumer a second purchase money voucher in electronic form for ephemeral items related to the list of items to be purchased by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

16. (currently amended) A method of managing consumer purchasing data comprised of the steps of:

obtaining a first list of items purchased by a consumer;

obtaining a second list of items purchased by said consumer;

comparing said first list to said second list and generating there from, a set of purchase preferences of said consumer;

rendering to said consumer in response to said comparison step, a purchase incentive for items on said preference list or related to items on said preference list; and

providing to said consumer a purchase money voucher in electronic form for ephemeral items related to the first list of items purchased by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

17. (previously presented) The method of claim 16 wherein said step of rendering a purchase incentive includes the step of sending the consumer a purchase price voucher for one or more products of said manufacturer.

18. (currently amended) A method of managing purchases via a data network comprising the steps of:

generating a computer file containing a list of required purchases and a set of

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purchase preferences;

transmitting said computer file from a first computer to a second computer via a data network;

receiving via said data network, a list of items to purchase, at least one of item of which is either on said list of required purchases or compliant with said set of purchase preferences; and

providing to said consumer a purchase money voucher in electronic form for ephemeral items related to the list of required purchases; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

19. (currently amended) A method of managing purchases via a data network comprising the steps of:

generating at a first computer, at least one of:

a first computer file containing a list of required purchases; and

a set of purchase preferences;

transmitting said first computer file from said first computer to a second computer via a data network;

receiving via said data network at least one of:

said first computer and a third computer;

a list of items to purchase, at least one of item of which is either on said list of required purchases or compliant with said set of purchase preferences; and

providing to said consumer a purchase money voucher for ephemeral items related to the list of items to be purchased by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

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20. (currently amended) A method of managing purchases via a data network comprising the steps of:

generating at a first computer, a first computer file containing a list of required purchases and a set of purchase preferences;

transmitting said first computer file from said first computer to a second computer via a data network;

receiving via said data network at either said first computer or at a third computer, a list of at least one item to purchase, said at least one item to purchase being determined by an extrinsic event; and

providing to said consumer a purchase money voucher in electronic form for ephemeral items related to the list of required purchases by said consumer; and

sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

21. (previously presented) The method of claim 20 wherein said extrinsic event is at least one of: a user-specified calendar date; a purchase money voucher; a second item, related to a first item to purchase.

22. (currently amended) Apparatus for managing consumer purchasing data comprised of:

data network interface means for receiving via a data network, a data file containing a consumer list of required purchases and a file of consumer-specified purchase preference items;

means for comparing items in said consumer list to said consumer-specified purchase preferences;

means for generating, a second list of items to be purchased that contains at least one element that is either:

on said consumer list; compliant with said purchase preferences;

a product related to an item on said list or related to said purchase preferences;

means for generating a third list of items in inventory and available for purchase

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by said consumer according to said preferences; and

means for providing to said consumer a purchase money voucher for ephemeral items related to the items of the consumer list, second list, and third list; and

means for sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

23. (currently amended) Apparatus for managing consumer purchasing data comprised of:

data network interface means for receiving via a data network, a data file containing a consumer list of required purchases and a file of consumer-specified purchase preference items;

means for comparing items in said consumer list to said consumer-specified purchase preferences;

means for generating, a second list of items to be purchased that contains at least one element that is either:

on said consumer list; compliant with said purchase preferences;

a product related to an item on said list or related to said purchase preferences;

means for generating a third list of items in inventory and available for purchase by said consumer according to said preferences;

means for sending via said data network a purchase money voucher for at least one item on said consumer list or compliant with said purchase preferences; and

means for providing to said consumer a second purchase money voucher for ephemeral items related to the items of the consumer list, second list, and third list; and

means for sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

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24. (currently amended) Apparatus for collecting consumer purchasing data comprised of:

a user interface means for receiving data that identifies at least one of: required purchases and consumer purchase preferences;

means for comparing items in a consumer list to said consumer-specified purchase preferences;

means for generating, a second list of items to be purchased that contains at least one element that is at least one of:

on said consumer list and

compliant with said purchase preferences;

means for generating a display of items in inventory and available for purchase by said consumer according to said preferences;

means for receiving via said data network a purchase money voucher for at least one item on said consumer list or compliant with said purchase preferences; and

means for providing to said consumer a second purchase money voucher for ephemeral items related to the items of the consumer list, second list, and third list; and

means for sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

25. (original) The apparatus of claim 20 further including a data interface for transferring said second list to a user's computer device.

26. (currently amended) Apparatus for collecting consumer purchasing data comprised of:

a user interface means for receiving data that identifies at least one of: required purchases and consumer purchase preferences;

means for comparing items in said consumer list to said consumer-specified purchase preferences;

means for generating, a second list of items to be purchased that contains at least one element that is at least one of:

on said consumer list and

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compliant with said purchase preferences;

means for generating a display of items in inventory and available for purchase by said consumer according to said preferences;

means for receiving via said data network a purchase money voucher for at least one item on said consumer list or compliant with said purchase preferences;

means for outputting a list of items to be purchased, said list being ordered according to locations of items on said list in a purchasing venue; and

means for providing to said consumer a second purchase money voucher for ephemeral items related to the items of the consumer list, second list, and third list; and

means for sorting both the list of items and the ephemeral items based on layouts and physical locations and placements of the items in a particular store, wherein the sorted list is configured to locate the list of items in proximity to the ephemeral items to encourage purchase of the ephemeral items, and wherein the sorted list is presented to the consumer when the consumer enters the store.

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